

NEWS RELEASE

FOR IMMEDIATE RELEASE

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This Weekend at the 2nd Annual Zoomer Show, Discover the '100 Mile' Peninsula, a Unique Region for the 50 Plus Lifestyle

Windsor-Essex, ON: A non-profit group formed 18 months ago to help diversify the Windsor-Essex region's economy is taking their good news story to the heart of the 50 plus market, the 2nd annual Zoomer Show in Toronto. The Windsor Essex Active Retirement Community Initiative (WEARCI) is out to dispel any misconceptions about the region and the lifestyle first-time visitors refer to as "Canada's best kept secret!"

"We're widely *unknown* for being the southernmost region in Ontario and Canada," states Mike Dinchik, President of WEARCI. We have a long list of unique amenities we're eager to share with over 800,000 people in the GTA who fit the 50 plus market and may be thinking it's time to 'cash out' and 'cash in' for a more affordable and comfortable lifestyle".

Retirehere.ca, the organization's web site, provides a detailed overview of the area they call the WindsorEssex '100 Mile' Peninsula and highlights testimonials by recent migrants who have discovered choice real estate for 30-50% less than the GTA and other major centres in Canada.

"Come and see us at the Zoomer Show" adds Dinchik, "The secret's out! More people are looking into and choosing our lifestyle. We offer a special package with hotel discounts and golf for people interested in connecting with a REALTOR® and touring real estate for sale. Drop by our display booth (#3035) and enter the draw to win a **Weekend Getaway for Two** to our unique and growing, active retirement community."

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The Windsor-Essex Active Retirement Community Initiative (WEARCI) formed in 2008, is a not-for-profit, cooperative, marketing partnership formed by the Greater Windsor Home Builders Association, Windsor-Essex County Real Estate Board and the Windsor-Essex Regional Chamber of Commerce. WEARCI in partnership with its funding partners and stakeholders is committed to establishing the region as an active retirement community and a strategic location for retirement-related investment and development.



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